

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1-41. (Canceled)

42. (Currently Amended) A method of receiving paging information at a wireless device, the method comprising:

- receiving a page signal at the wireless device;
- immediately displaying an advertisement at the wireless device in response to receiving the page signal;
- waiting a predetermined period of time during which (i) the advertisement is displayed, and (ii) the paging information is not displayed;
- automatically displaying the paging information after waiting the predetermined period of time;
- detecting a user selection to view the paging information;
- detecting a user preference in response to detecting the user selection to view the paging information, wherein the user preference indicates whether the user prefers to view the paging information without viewing the advertisement;
- based on the detection of the user preference, either:
  - (a) waiting the predetermined period of time during which (i) the advertisement is displayed, and (ii) the paging information is not displayed; and
  - automatically displaying the paging information after waiting the predetermined period of time; or,
  - (b) displaying the paying information without displaying the advertisement.

43. (Previously Presented) A method as defined in claim 42, further comprising preprogramming the wireless device with the advertisement.

44. (Previously Presented) A method as defined in claim 42, wherein displaying the advertisement at the wireless device comprises displaying a company logo.

45. (Previously Presented) A method as defined in claim 42, wherein displaying the advertisement at the wireless device comprises displaying a company name.

46. (Previously Presented) A method as defined in claim 42, wherein the paging information comprises a phone number.

47. (Previously Presented) A method as defined in claim 42, wherein the paging information comprises a person's name.

48-53. (Canceled)

54. (Currently Amended) A method of receiving paging information at a wireless device, the method comprising:

receiving a paging information at the wireless device;

detecting a first user selection to view the paging information;

displaying an advertisement at the wireless device in response to detecting the first user selection;

waiting a predetermined period of time during which (i) the advertisement is displayed, and (ii) the paging information cannot be displayed;

automatically displaying the paging information after waiting the predetermined period of time;

detecting a second user selection to view the paging information subsequent to detecting the first user selection to view the paging information;

detecting a user preference, wherein the user preference indicates whether the user prefers to view the paging information without viewing the advertisement; to view the paging information without viewing the advertising information; and,

if the user preference is detected, displaying the paging information without displaying the advertising information in response to detecting the second user selection to view the paging information.

55. (Previously Presented) A method as defined in claim 54, wherein the advertisement is preprogrammed into the wireless device.

56. (Previously Presented) A method as defined in claim 54, wherein the advertisement comprises a company logo.

57. (Previously Presented) A method as defined in claim 54, wherein the advertisement comprises a company name.

58. (Previously Presented) A method as defined in claim 54, wherein the paging information comprises a phone number.

59. (Previously Presented) A method as defined in claim 54, wherein the paging information comprises a person's name.

60. (Currently Amended) A wireless device comprising:

a housing;

a display attached to the housing;

a controller operatively coupled to the display; and

a receiver operatively connect to the controller, wherein the controller is programmed to (i) receive paging information via the receiver, (ii) detect a first user selection to view the paging information, (iii) display an advertisement at the wireless device in response to detecting the first user selection, (iv) wait a predetermined period of time during which the advertisement is displayed and the paging information cannot be displayed, (v) display the paging information after waiting the predetermined period of time, (vi) detect a second user selection to view the paging information subsequent to detecting the first user selection to view the paging information; (vii) detect a user preference, wherein the user preference indicates whether the user prefers to view the paging information without viewing the advertisement; to display the paging information without displaying the paging information; and (viii) if the user preference is detected, display the paging information without displaying the advertising information in response to detecting the second user selection to view the paging information.

61. (Previously Presented) A wireless device as defined in claim 60, further comprising a non-volatile memory device operatively connected to the controller, the non-volatile memory device being preprogrammed with the advertisement.

62. (Previously Presented) A wireless device as defined in claim 60, wherein the paging information comprises a phone number.

63. (Previously Presented) A wireless device as defined in claim 60, wherein the paging information comprises a person's name.

64. (Currently Amended) A method of receiving messaging information at a wireless device, the method comprising the steps of:

receiving a messaging signal at the wireless device;

immediately displaying an advertisement at the wireless device in response to receiving the messaging signal;

waiting a predetermined period of time during which (i) the advertisement is displayed, and (ii) the messaging information is not displayed;

automatically displaying the messaging information after waiting the predetermined period of time;

detecting a user selection to view the messaging information;

detecting a preference, wherein the user preference indicates whether the user prefers to view the paging information without viewing the advertisement to display advertisements in response to detecting the user selection to view the paging information;

in response to detecting the preference to display advertisements, either:

(a) displaying the advertisement at the wireless device; waiting the predetermined amount of time during which (i) the advertisement is displayed, and (ii) the messaging information is not displayed; and,

automatically displaying the paging information after waiting the predetermined period of time; or,

(b) displaying the messaging information without displaying the advertisement.

65. (Previously Presented) A method as defined in claim 64, further comprising the step of programming the wireless device at a location, wherein the location comprises a factory, an assembly facility, a wholesaler and/or a retailer.

66. (Previously Presented) A method as defined in claim 64, wherein the advertisement comprises a company logo.

67. (Previously Presented) A method as defined in claim 64, wherein the advertisement comprises a company name.

68. (Previously Presented) A method as defined in claim 64, wherein the messaging information comprises a phone number.

69. (Previously Presented) A method as defined in claim 64, wherein the messaging information comprises a person's name.

70. (Currently Amended) A method of receiving messaging information at a wireless device, the method comprising the steps of:

programming the wireless device with a set of advertisements and a set of periods of time, wherein each of the periods of time has a duration, and wherein each of the set of periods of time is programmable so as to have a duration different from other of the set of periods of time, and wherein each of the advertisements in the set of advertisements is ~~uniquely~~ associated with a subset of the set of ~~one of the periods of time in the set of periods of time, wherein each of the set of periods of time is not based on the content of any of the advertisements in the set of~~ advertisements;

receiving messaging information at the wireless device;

displaying an advertisement from the set of advertisements for the period of time uniquely associated with the advertisement, wherein the messaging information is not displayed during the period of time uniquely associated with the advertisement; and,

displaying the messaging information after waiting the period of time uniquely associated with the advertisement.

71. (Previously Presented) A method as defined in claim 70, wherein programming the wireless device with at least one advertisement of the set of advertisements comprises preprogramming the wireless device at a location, wherein the location comprises a factory, an assembly facility, a wholesaler and/or a retailer.

72. (Previously Presented) A method as defined in claim 70, wherein programming the wireless device with all advertisements of the set of advertisements comprises preprogramming the wireless device at a location, wherein the location comprises a factory, an assembly facility, a wholesaler and/or a retailer.

73. (Previously Presented) A method as defined in claim 70, wherein at least one of the advertisements in the set of advertisements comprises a company logo.

74. (Previously Presented) A method as defined in claim 70, wherein at least one of the advertisements in the set of advertisements comprises a company name.

75. (Previously Presented) A method as defined in claim 70, wherein the messaging information comprises a phone number.

76. (Previously Presented) A method as defined in claim 70, wherein the messaging information comprises a person's name.

77. (Currently Amended) A method of receiving messaging information at a wireless device comprising a set of time positions, the method comprising:

- programming the wireless device with a set of advertisements;
- associating each of the advertisements in the set of advertisements with a subset of value ~~representative of a percentage of~~ the time positions in the set of time positions;
- receiving message information at the wireless device;
- selecting one of the time positions in the set of time positions ~~in accordance with the value and~~ in response to receiving the messaging information;
- displaying the advertisement associated with the selected time positions for a predetermined period of time, during which (i) the advertisement is displayed, and (ii) the messaging information is not displayed; and,
- displaying the messaging information.

78. (Previously Presented) A method as defined in claim 77, wherein programming the wireless device with at least advertisement of the set of advertisements comprises preprogramming the wireless device with the at least one advertisement at a location, wherein the location comprises a factory, an assembly facility, a wholesaler and/or a retailer.

79. (Previously Presented) A method as defined in claim 77, wherein programming the wireless device with all advertisements of the set of advertisements comprises preprogramming the wireless device with all advertisements of the set of advertisements at a location, wherein the location comprises a factory, an assembly facility, a wholesaler and/or a retailer.

80. (Previously Presented) A method as defined in claim 77, wherein at least one advertisement of the set of advertisements comprises a company logo.

81. (Previously Presented) A method as defined in claim 77, wherein at least one advertisement of the set of advertisements comprises a company name.

82. (Previously Presented) A method as defined in claim 77, wherein the messaging information comprises a phone number.

83. (Previously Presented) A method as defined in claim 77, wherein the messaging information comprises a person's name.